



Trend Guide:  
**MASHUP MANIA**



## ESTABLISHED TRUST

For nearly 100 years, customers have counted on Dawn Foods to help them grow their bakery businesses with the right mix of products, innovations, global perspectives and inspired bakery expertise. From corner bakeries to leading manufacturers, Dawn Foods helps our customers mark the moments in life that matter.

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## LEVERAGE TRENDS TO DELIVER ON CUSTOMER EXPECTATIONS

We want to make every visit to your bakery memorable. That's why we've made it easy for you to craft delicious creations with our high-quality ingredients based on current market trends to help create life's sweet moments.

### MASHUP MANIA

Magazines, T.V. and social media are exposing consumers to more new and unique food textures, forms and flavors. Experimenting with new foods and flavors is exhilarating and an adventurous way to express one's personality, but also carries the risk of disappointment. In response, more chefs, bakers and food companies are combining the relative safety of a known food or ingredient with the excitement of something new and different.



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FIND THESE RECIPES AND MORE INSPIRING IDEAS AT [WWW.DAWNFOODS.COM](http://WWW.DAWNFOODS.COM)





**GALAXY CAKE BARK**

TOP FOODIES ARE MOST LIKELY TO EXPERIMENT WITH FLAVORS IN DESSERTS.\* CAKE BARK SERVES AS A CANVAS FOR CREATIVITY—MAKE YOUR OWN UNIQUE CREATION BY ADDING ANY VARIETY OF TOPPINGS AND FLAVORS.

\*Dawn Trend Report

## CAKE BARK

### INGREDIENTS

- Baker's Request™ White Cake Mix...9.2oz
- Melting Chocolate ..... 30 oz
- Any variety of sprinkles and toppings!

### WORKING METHOD

1. Prepare Baker's Request™ according to bag directions. Deposit 1 lb of cake batter into a half-size sheet pan.
2. Bake at 350°F for approximately 15 minutes. Cool and remove from pan.
3. Spread 15 oz of melted chocolate on one side of the cake and get creative with decorations. Let chocolate set.
4. Flip the cake over, then spread another 15 oz of melted chocolate on top of the cake and decorate. Let chocolate set.
5. Once chocolate has set completely on both sides, break into pieces.

**Yield: 1 half sized sheet pan**







# BROWNIE WAFFLE SANDWICH

## INGREDIENTS

- R&H® Fudgie Brownie Mix..... 1 lb
- R&H® Waffle Cone Mix..... 6 oz
- Water ..... 5 oz
- Dawn Exceptional™ Creamy Caramel Filling... 13 oz

## WORKING METHOD

1. Combine 1 lb of R&H® Fudgie Brownie Mix, 6 oz of R&H® Waffle Cone Mix and 5 oz of water in a mixing bowl. For best results, sift dry ingredients.
2. Mix for 3 minutes on low speed.
3. Using a scoop, deposit 1 oz of batter on heated waffle cone iron. Griddle for 1 minute.
4. If desired, shape the cookie while still warm.
5. Sandwich 2 cookies with 1 oz of Creamy Caramel Filling.

**Yield: 13 sandwiches / 26 individual cookies**

# CAKE POP-STICKERS

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## INGREDIENTS

- Dawn Un-Iced White Cake Layers ..... 1 lb
- Dawn Exceptional™ Extra-Rich Flavor White Buttercreme Style Icing ..... 6 oz
- Rainbow Sprinkles..... 6 oz
- Wonton Wrappers ..... 56 each

## WORKING METHOD

1. Crumble 1 lb of white cake.
2. For cake filling, combine cake crumbs with 6 oz of buttercreme and 6 oz of rainbow sprinkles.
3. Place approximately .5 oz of filling in the center of each wonton wrapper and fold, sealing with water.
4. Fry at 375°F for 1 minute.
5. Serve with buttercreme and sprinkles.

**Yield: 56 cake pop-stickers**



**MAINSTREAM MEDIA ARE FUELING DISCOVERY OF NEW AND DIFFERENT FOODS AS A FORM OF ADVENTURE AND EXPLORATION, SO MUCH THAT "UNIQUE IS THE NEW NORMAL."**

*\*Dawn Trend Report*





173.65 MILLION = THE NUMBER OF AMERICANS CONSUMING DONUTS IN 2011\*

200 MILLION = THE PROJECTED NUMBER OF AMERICANS CONSUMING DONUTS IN 2020\*

\*Source: "U.S. Population: Consumption of Donuts from 2011 to 2020," Statista

# DONUT FRENCH TOAST STICKS

## INGREDIENTS

- Ready to Finish Raised A® Unfilled Long Johns..... 6
- Whole Eggs ..... 12
- Milk ..... 12 oz
- Butter
- Cinnamon Sugar
- Maple Syrup

## WORKING METHOD

1. Square off each Long John donut and slice in half. Cut each half lengthwise into 3 donut sticks.
2. Combine eggs and milk.
3. Dip each stick into the egg mixture and fry in a pan with butter until golden brown.
4. While still warm, roll each donut stick in cinnamon sugar.
5. Serve with maple syrup.

**Yield: 36 sticks**



## DONUT PRETZELS

### INGREDIENTS

- Raised A® Donut Mix ..... 5 lb
- Dawn® Donut Icings and Glazes

### WORKING METHOD

1. Prepare Raised A® Donut Mix according to bag directions.
2. Before proofing, form into 2 oz pretzels.
3. Proof for 30 minutes.
4. Fry at 375°F for approximately 1 minute on each side.
5. Finish using Dawn® donut icings and glazes.

**Yield: 60 pretzels**



## DONUT CHIPS

### INGREDIENTS

- Ready to Finish Raised A® Yeast Raised Donut Rings
- Dawn® Donut Icings and Glazes

### WORKING METHOD

1. Slice donuts into 3 thin rings.
2. Place donuts onto a hot, buttered griddle. Press donuts flat using spatula, then flip.
3. Griddle until golden brown, then decorate to your heart's content!





# BLUEBERRY AND BRIE PASTRY

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## INGREDIENTS

- Dawn Raw Danish Dough Slab..... 1
- Exceptional™ Whole Blueberry Filling ..... 6 oz
- Brie..... 6 oz

## WORKING METHOD

1. Roll out raw Danish dough to 1/8" thick. Trim to a 15" by 11" rectangle.
2. Pipe 6 oz of Blueberry Filling down the center of the dough. Top with slices of brie or your preferred cheese.
3. Cut 1" wide strips down each side of the pastry and braid the dough. Brush the braided dough with milk and proof.
5. Bake at 375°F for 35 minutes.

**Yield: 1 pastry**







**SAVORY AND SWEET FUSIONS ARE TAKING MANY FORMS, WITH NEW AND EXCITING APPLICATIONS SPRINGING UP IN CUTTING-EDGE RESTAURANTS AND BAKERIES.**

\*Dawn Trend Report

# CHICKEN AND CAKE WAFFLES

## INGREDIENTS

- Baker's Request™ White Cake Mix ..... 5 lb
- Chicken Tenders..... 95
- Maple Syrup
- Hot Sauce

## WORKING METHOD

1. Prepare Baker's Request™ White Cake Mix according to bag directions.
2. Using a scoop, deposit 1.5 oz of cake batter onto heated waffle iron. Griddle until golden brown.
3. Prepare chicken tenders as directed and use to top each waffle.
4. Combine maple syrup and hot sauce to taste, then use to dip or drizzle.

**Yield: 95 waffles**



# SAVORY DONUT SLIDERS

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## INGREDIENTS

- Ready-to-Finish Raised A® Yeast Raised Donut Rings
- Sliced Deli Ham
- Sliced Swiss Cheese
- Béchamel Sauce

## WORKING METHOD

- Use ready-to-finish Raised A® Yeast Raised Donut Rings to create sweet and savory sandwiches.
- Here, we used ham, swiss cheese and béchamel sauce to create a version of a French Croque-Monsieur.
- Other ideas include: BBQ Pulled Pork, Fried Chicken, Grilled Cheese, Brunch Burger.



# DESSERT LASAGNA

## INGREDIENTS

- R&H® Fudgie Brownie Mix..... 1 lb
- Dawn Vanilla VelveTop™ ..... 5 oz
- Dawn Exceptional™ Seedless Raspberry Filling..... 11 oz
- Fresh Raspberries
- Chocolate Decorations

## WORKING METHOD

1. Prepare R&H® Fudgie Brownie Mix according to bag directions.
2. Deposit 1 lb of brownie batter in a half size sheet pan.
3. Bake at 350°F for approximately 15 minutes. Cool and remove from pan.
4. Cut brownies into 3 equal sections. Using a loaf pan, repeatedly layer brownie sections with 2.5 oz of prepared VelveTop™ and 5.5 oz of Raspberry Filling.
5. Freeze overnight, then remove from pan.
6. Finish with VelveTop™, fresh raspberries and decorations.

**Yield: 1 Loaf Cake**



# TRENDS TO GROW YOUR BAKERY

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We're passionate about helping our customers grow their businesses. At the end of the day, your success is our success. Earlier this year, we announced a new vision statement for our organization: Inspire Bakery Success Every Day. We work hard to deliver upon that vision by being your strategic partner.

Our global team of dedicated market research and insights experts has worked months to leverage hundreds of data sources and assess products from around the world to identify eight trends to help you capitalize on consumers' evolving needs.

\*Trends identified through Dawn Foods 2017 trends report



**Luxury Found:** Busy, nonstop lifestyles and a constantly plugged-in mentality lead consumers to crave "me time." In an effort to unwind and escape with a special reward, consumers often seek decadent products with the finest ingredients to satisfy their need for indulgence.



**No Passport Required:** Bold new flavor fusions and authentic experiences, particularly ethnic offerings, are sure to delight consumers' global palates.



**Simple & Pure:** Consumers crave a no-fuss approach to eating with pragmatic principles: Eat real food made with familiar, wholesome ingredients.



**#FoodieExpressions:** Technology has played a major role in spreading food love, and consumers have a growing desire to show off products and services that are unique, memorable and shareable.



**Mashup Mania:** Experimenting with new foods and flavors is exhilarating and adventurous. Consumers crave unique pairings and fusions of food textures, forms and flavors—and their expectations are high.



**Enlightened Eating:** Empowered by unprecedented access to information, consumers proactively seek inherent benefits from food, like protein that helps build muscle or probiotics that contribute to healthy digestion; and they look to find their own personal balance between health and indulgence.



**25/7:** Products and services that free up time or allow consumers to earn time to do the things they value most become the ultimate hero.



**Transparency 360:** Looking beyond ingredient quality, consumers also want details about the resources required to make what they consume. They feel good about supporting local businesses and buying products that are ethically sourced over the entire value chain.

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